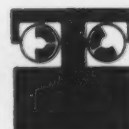


TRAVEL PRINTOUT

THE U.S. TRAVEL DATA CENTER IS AN AFFILIATE OF THE TRAVEL INDUSTRY ASSOCIATION OF AMERICA



U.S.
Travel
Data
Center



Research News for the U.S. Travel Industry

February 1987

Volume 16, Number 2

1986/87 State Tourism Budgets Rise 11 Percent

State travel offices in 50 states plan to spend over \$234 million for travel and tourism development in 1986-87, according to the 1986-87 Survey of State Travel Offices released by the US Travel Data Center.

The survey reports tourism development budgets for the 50 states rose 11 percent over the 1985-86 budget total of \$212 million, which represented an 11 percent increase over 1984-85.

Illinois will have the largest budget for the third consecutive year, allocating \$15,500,000 for travel development, followed by New York, with \$14,836,100.

Thirty-one states posted budget increases for the current year. The average state travel development budget is \$4,683,405, 11 percent more than 1985-86's high of \$4,232,379.

STATES WITH LARGEST TRAVEL PROMOTION BUDGETS

Rank 1986-87	Budget	% Change from 1985-86
1. Illinois	\$15,500,000	8.0
2. New York	\$14,836,000	58.0
3. Pennsylvania	\$11,864,000	25.3
4. Michigan	\$11,800,000	0.0
5. Tennessee	\$10,824,000	1.9
6. Florida	\$10,814,000	13.9
7. Massachusetts	\$9,406,448	10.0

Mississippi posted the greatest cutback, decreasing spending by almost 22 percent, followed by Louisiana with a 12 percent decline.

The average state will devote almost \$2 million to advertising, or 42 percent of its total travel development budget, a 2 percentage point increase over last year's allocation.

The 1986-87 Survey of State Travel

Offices is being sent to Data Center members and is available to others for \$65 (prepaid) from the US Travel Data Center, 1899 L Street NW, Suite 610, Washington, D.C. 20036. **

Third Quarter 1986 Travel Gains Over Previous Year



Travel by US residents during the third quarter of 1986 grew 5 percent over levels recorded one year earlier, according to the US Travel Data Center's 1986 National Survey Third Quarter Report.

An average of 32 percent of all American adults, or 57 million residents, traveled away from home during each month of the third quarter of 1986.

The report, based on a monthly telephone survey, showed Americans took 376 million person-trips up from 358 million in 1985. (A person-trip is measured each time anyone travels 100 miles or more away from home.)

Travelers visiting friends and relatives stimulated the most overall growth, 8 percent, while business/convention travel and travel for sightseeing, entertainment, and outdoor recreation grew modestly.

Weekend travel increased significantly, rising 12 percent over 1985's level, while vacation travel increased 6 percent.

The average domestic round-trip distance of weekend travel increased by 120 miles, due largely to the greater use of air transportation by weekend travelers.

The 1986 National Travel Survey Third Quarter Report is being sent to Data Center members and is available to others for \$75 (prepaid) from the US Travel Data Center, 1899 L Street NW, Suite 610, Washington, D.C. 20036**

Gasoline Prices Produce First Travel Price Decline

Plummeting gasoline prices in 1986 produced the first annual decline in travel prices on record.

According to the Travel Price Index (TPI) compiled by the US Travel Data Center, travel prices fell 0.5 percent for all of 1986, the first drop in the 17-year history of the index.

For comparison, overall consumer goods and services costs, as measured by the Consumer Price Index (CPI), rose 1.9 percent in 1986.

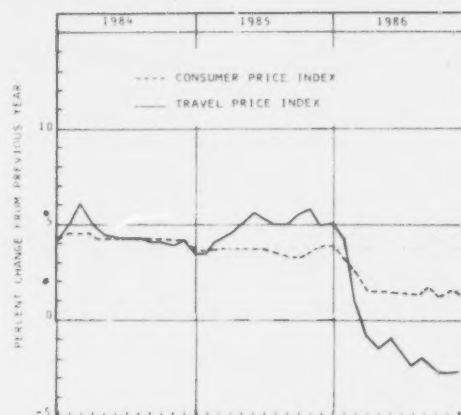
Gasoline prices fell 22.6 percent, the only TPI component to post a decrease during 1986. Intercity bus fares increased the most, 10.2 percent.

In December, the TPI fell 0.1 percent, marking the seventh monthly decline in 1986 travel prices. For comparison, the CPI rose 0.1 percent in December.

The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation and other goods and services purchased by

Americans traveling away from home in the United States, dropped to 378.9 (1967=100) in December.

Travel prices are 1.5 percent lower than they were twelve months ago, the result of a 30.7 percent decline in gasoline prices.##



Travel Price Index Falls Far Below Consumer Price Index for 1986

Monthly and Annual Rates of Change in the Travel Price Index and Components December 1986

TPI Component	Monthly Percent Change November 1986 to December 1986	Annual Percent Change December 1985 to December 1986	Full Year Percent Change 1986/1985
Transportation	- 1.7	- 9.8	- 6.9
Airline Fares	2.6	5.3	4.1
Intercity Bus Fares	- 0.8	5.0	10.2
Intercity Train Fares	2.4	4.4	5.9
Taxicab Fares	0.7	2.5	3.1
Gasoline	0.4	-30.7	-22.6
Lodging	- 2.7	4.4	3.6
Food Away From Home	0.4	4.3	3.9
Entertainment Services	0.1	5.4	5.5
Incidentals	- 0.5	1.4	1.4
TRAVEL PRICE INDEX	- 0.1	- 1.5	- 0.5
CONSUMER PRICE INDEX	0.1	1.1	1.9

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by an affiliate of Travel Industry Association of America, the U.S. Travel Data Center, the national non-profit center for travel and tourism research, 1899 L Street, NW, Washington, DC 20036. Telephone number, (202) 293-1040. Dr. Douglas C. Frechtling, Director. Ida Simmons, Editor. ISSN: 0744-6233.

TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for \$55 per year, U.S., Canada and Mexico; other foreign countries, \$65 per year, payable in U.S. funds only.

November Leads Autumn Months' Travel Growth

Travel during November increased 4 percent over last year's levels, according to the latest National Travel Survey conducted by the US Travel Data Center.

Travel by Americans in October 1986 matched year-earlier totals of 89 million person-trips, then climbed to 95 million in November. (A person trip is measured each time anyone goes 100 miles or more away from home.)

The monthly telephone survey reported that while pleasure travel rose 15 percent in November 1986, business/convention travel dropped 7 percent, falling from 20 million person-trips a year ago to 19 million in 1986. This still represents a significant rise from the 1984 level of 15 million.

Vacation person-trips for November 1986 at 63 million, were up 5 percent over last year. This follows a 10 percent increase in October 1986 over year-earlier levels.

The average trip duration fell slightly to 4.5 nights while the average domestic roundtrip distance climbed from 910 miles to 950 miles in 1986.

Travelers choosing hotels/motels dropped 3 percent, but those staying with friends and relatives increased 9 percent.

Air travelers staying in hotels/motels increased 3 percent, but decreased their stay from 6.0 nights in 1985 to 5.4 nights in 1986.

Weekend travelers spending 4 nights or more increased dramatically over November 1985 levels.

September 1986 travel posted a 3 percent decrease from year-earlier levels, totaling 93 million person-trips for that month.##

Membership Survey Results Favor Data Center Services

At their annual meeting at the Fountainbleau Hotel in Miami, October 9, 1986, members of the US Travel Data Center answered a survey assessing the value of the center's services.

Members scored as most useful the National Travel Survey Full Year Report 1985, The Outlook for Travel and Tourism, Travel Printout, and "Traveltab 1986."

Survey results showed that Data Center services were more valuable to the travel industry as a whole than to individuals or organizations.

Survey respondents represented state travel offices, city bureaus, private industry firms, associations and educational groups.##

Visitor Volume at National Parks

Region	NOV 1986 visits*	Change from NOV 1985 (percent)	Percent change 1986/1985 Year-to-Date
NEW ENGLAND	555,133	3.8	2.3
MIDDLE ATLANTIC	1,712,272	39.3	17.9
SOUTH ATLANTIC	5,534,195	0.3	1.8
EAST SOUTH CENTRAL	941,750	14.8	6.7
EAST NORTH CENTRAL	183,365	33.8	-2.5
WEST NORTH CENTRAL	254,633	-.2	3.1
WEST SOUTH CENTRAL	497,890	9.6	3.4
MOUNTAIN	1,400,762	15.6	9.3
PACIFIC	2,940,080	21.0	13.8
TOTAL	14,020,080	11.3	6.9

* adjusted for differences in reporting units

The U.S. Travel Data Center is an affiliate of the Travel Industry Association of America



States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MIDDLE ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH EAST: Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia. EAST NORTH CENTRAL: Indiana, Illinois, Michigan, Ohio, Wisconsin. WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

Current Travel Indicators

Current Travel Indicators			Percent Change		
			From Previous Month	From Year-ago Month	Year-to-date 1986/85
Current Month	Current Value				
<u>Establishment receipts or retail sales</u>					
Hotels, motels and other lodging places(1)	Nov	\$ 3,496 million	-3.7	4.5	5.9
Eating and drinking places(2)	Nov	\$12,182 million	0.9	9.5	7.6
Gasoline service stations(2)	Nov	\$ 6,937 million	1.6	-17.2	-13.4
<u>Commercial lodging demand</u>					
Hotel/motel occupancy rate(3)	Nov	62.4 percent	0.5	-0.5	0.6
Real demand for commercial lodging(4)	Nov	46.9 million	-15.1	2.8	3.7
<u>Airline passenger traffic(5)</u>					
Domestic revenue passenger-miles	Nov	22.6 billion	-5.4	14.5	11.5
International revenue passenger-miles	Nov	4.6 billion	-10.9	6.1	-3.1
<u>Highway traffic volume(6)</u>					
Rural arterial vehicle-miles	Nov	37.1 billion	-8.2	7.8	5.9
<u>Rail passenger traffic(7)</u>					
Amtrak passenger-miles	Nov	371.4 million	-4.9	-0.2	1.4
Travel Price Index(8)	Nov	379.2 million	0.1	-2.4	-0.3
<u>U.S. resident travel(9)</u>					
Total person-trips	Oct	86.5 million	-9.9	-0.3	3.1
Vacation person-trips	Oct	56.5 million	-7.6	9.6	2.3
Total person-nights	Oct	433.7 million	-6.0	-6.1	-1.3
Vacation person-nights	Oct	321.8 million	3.7	3.9	0.7
<u>Public use of national parks(10)</u>					
Visits	Nov	15,274,561	-33.6	12.8	6.2
Overnight stays	Nov	663,243	39.4	8.0	2.0
<u>Foreign arrivals in U.S.(11)</u>					
From overseas	Oct	717,309	-11.0	22.5	17.2
From Canada	Nov	653,309	-19.5	5.8	0.5
From Mexico	Oct	57,529	-10.3	-1.3	-13.7
<u>U.S. citizen departures(11)</u>					
To overseas	Nov	967,678	-6.6	3.0	-6.0
To Canada	Nov	517,887	-42.3	2.9	17.2
<u>Domestic demand for motor gasoline(12)</u>					
Barrels per day	Nov	6,903 thousand	-4.5	2.0	2.6

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary: adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted. (4) Source: Smith Travel Research, unadjusted room nights sold. (5) Preliminary: U.S. scheduled service air carriers. Source: U.S. Department of Transportation. (6) Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: US Travel Data Center and Bureau of Labor Statistics. (9) Source: US Travel Data Center. (10) Preliminary: unadjusted for differences in reporting units. Source: National Park Service. (11) Source: Statistics Canada and U.S. Travel and Tourism Administration. Mexican data reflect 194 arrivals only. (12) Source: Statistics Canada and Mettleton Research Center. (13) Preliminary: Source: U.S. Department of Energy.

**U.S.
Travel
Data
Center**



1899
L Street
Northwest
Washington, D.C.
20036
(202) 293-1040

U.S. POSTAGE
PAID
FIRST CLASS
PERMIT NO. 8523
WASHINGTON, D.C.

TRAVEL PRINTOUT

February 1987

Jeanne Long
Congressional Information
Service
4520 East-West Hwy., Ste. 800
Bethesda MD 20814

Research News for the U.S. Travel Industry